

PROMOTION

# Q+A SPARK MODERN FIRES

THEY WERE THE FIRST TO DO SLEEK GAS FIREPLACES, AND CONTINUE TO RAISE THE BAR. THE INIMITABLE COMPANY'S COFOUNDER, **TOM HEALY**, HAS THE LAST WORD ON INDUSTRY SUCCESS.



**OPPOSITE:** A home in Austin, Texas, designed by FAB Architecture, features Spark's signature, completely customizable Linear Burner System. **RIGHT:** Spark's propane- and natural gas-fueled fireplaces come in both direct vent and vent-free formats. All models share the same streamlined aesthetic. "A Spark fireplace is as much about what's not there—as what is," says founder Tom Healy. "Our designs are about focusing on the flame itself in a very minimalist environment. Our mantra is less is more."



Ever since its launch in 2005, Spark Modern Fires has set the design industry ablaze, pioneering an entirely new aesthetic for gas-fueled fireplaces. This is not your grandpa's fireplace: Spark's minimalist designs can be inset or hung on the wall like art, without a mantel or hearth, and are energy-efficient and environmentally friendly. And because they're customizable by clients and designers, no two are identical. Here, co-founder Tom Healy talks about Spark's past, present, and glowing future.

**What is the story behind Spark Modern Fires?** I was a custom high-end homebuilder for 15 years, and clients and designers kept requesting gas fireplaces with a modern aesthetic. People loved the convenience and efficiency of gas, but at the time, the market didn't offer much beyond that fake-log look, which didn't give designers a lot of room to be creative. We couldn't find what we needed, so we set out to create state-of-the-art, cutting-edge designs. That was really the start of Spark.

**What makes you stand out from other gas fireplace companies?** We pioneered this contemporary category and continue to break ground with the latest technologies and meticulous manufacturing. Our relationship with the design community informs our development—we're not guessing what the marketplace wants, we're actually being told. The proof is in the pudding—we're in A-list hotels, restaurants, and high-end homes across North America. Spark is a boutique company that sells directly to the trade and public, and we service directly, too; if an issue arises, you call us and we pick up the line. It's a very high-end product, with high-end service to match.

**Do you have any options for people who are unable to make structural alterations in their homes?** With most fireplaces, you have to build two feet into the room, occupying valuable space. But our Slim line, which we introduced in 2011, is only eight inches deep and can hang on the wall. Designers love them for retrofits and renovations, as a way to add a functional focal point with minimal space. It's a paradigm shift in fireplace design.

**What's next for Spark?** In addition to new versions of our very popular Fire Ribbon line, including see-through models, we're also launching two vent-free versions of Slim. Versatility is their trademark; you can mount them on interior walls and in rooms that otherwise couldn't contain a fireplace. We're also introducing two larger-format outdoor fireplaces. Their stainless steel interiors cast a beautiful, ethereal glow.

[sparkfires.com](http://sparkfires.com)

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